

UGA GRIFFIN BBA IN GENERAL BUSINESS

COURSE DESCRIPTIONS

ACCT 5001: *Financial Reporting and Analysis*

Accounting concepts, critical thinking skills, and techniques involved in the accounting process and the preparation of financial statements, with emphasis on accounting for specific asset, liability, and equity accounts, as well as analyzing financial statements from the perspective of preparers and users.

Prerequisites: ACCT 2101 and ACCT 2102

Semester Course Offered: Every Fall Semester

BUSN 3000: *Statistical Analysis for Business (formerly MSIT 3000)*

Application of statistics to business. Descriptive statistics, sampling procedures, random variables, sampling distributions of the means and proportions, estimation and inference, simple linear regression, an introduction to multiple regression, and categorical data models are emphasized. A current statistical software package for microcomputers is utilized to analyze business data.

Semester Course Offered: Every Fall Semester

FINA 3000: *Financial Management*

The basic concepts and analytical tools of finance in both corporate finance and investments. Topics include risk and return, financial institutions, efficient markets, valuation theory, capital budgeting, portfolio theory, cost of capital, and international finance.

Prerequisite: ACCT 2101 and MIST 2090

Semester Course Offered: Every Spring and Fall Semester

FINA 4000: *Financial Institutions and Markets*

The operations and functions of domestic and international finance markets and institutions. The determinants of bond prices and the level and structure of interest rates. Techniques for measuring and managing risk in financial markets.

Prerequisite: FINA 3000

Semester Course Offered: Spring Semester of Odd Years

FINA 4810: *International Finance*

International business decision making emphasizing the effects of internationalized financial and non-financial markets. Exchange rate analysis, hedged costs of funds, economic exposure and management, capital budgeting, financial and corporate strategy, and the evaluation of international risks and returns.

Prerequisite: FINA 3000

Semester Course Offered: Spring Semester of Even Years

FINA 5990: *Directed Study*

Advanced study, readings, and/or research under the direction of a faculty member.

Prerequisites: FINA 3000 and BUSN 3000

Semester Course Offered: Every Spring Semester



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MARK 3000: *Principles of Marketing*

Examination of the ways organizations satisfy consumer and organizational needs and wants for products and services. Emphasis is placed on how the elements of the marketing mix are used to provide customer satisfaction in the marketing of goods and services, both domestically and internationally.

Prerequisites: ACCT 2101 and MIST 2090

Semester Course Offered: Every Fall Semester

MARK 4000: *Marketing Research for Business Decisions*

The value and methods of marketing research in the context of business decision making. The course first stresses the process of obtaining information, and then emphasizes the use of this information to reduce the risks in marketing decision making.

Prerequisites: MARK 3000 and BUSN 3000

Semester Course Offered: Fall Semester of Even Years

MARK 4700: *International Marketing*

Introduction to issues and practices in international marketing. Focus is placed on cultural, legal, social, economic, and behavioral differences that affect marketing in global environments and on how the marketing mix is adapted to different cultures. Importance of world trade and the global business environment is emphasized.

Prerequisite: MARK 3000

Semester Course Offered: Fall Semester of Odd Years

MARK 5000: *Special Topics*

Advanced study, readings, and/or research under the direction of a marketing faculty member.

Prerequisites: MARK 3000 and BUSN 3000

Semester Course Offered: Every Spring Semester

MGMT 3000: *Principles of Management*

Management functions and processes as applied to organizations and to individuals in organizations. Topics to be covered include strategy, job and organization design, ethics and social responsibility, diversity, global influences, leadership, motivation, human resource management, and organizational change. Other emerging managerial issues may be introduced.

Prerequisites: ACCT 2101 and MIST 2090

Semester Course Offered: Every Spring Semester

MGMT 4000: *Operations Management*

Traditional management, total quality management, just-in-time and constraints management philosophies applied to services and manufacturing. Resource management (the integration of these philosophies) focuses on designing, planning, scheduling, executing, controlling, and measuring operations and their relationships with other functions in providing effective business processes to achieve organizational goals.

Prerequisite: MGMT 3000

Semester Course Offered: Every Spring Semester

MGMT 5560: *International Strategic Management*

The major problems that confront managers who operate across international boundaries from a base in a single country or who maintain affiliates and subsidiaries in several national jurisdictions. Major emphasis is given to the problems involved in crossing national boundaries.

Prerequisite: MGMT 3000

Semester Course Offered: Every Fall Semester